

KC BizCare – Business Customer Service Center

DATE: December 3, 2012

TO: Richard Usher, Assistant to the City Manager

FROM: John Pajor, KC BizCare

SUBJECT: Monthly Report – October 2012

Early in October we viewed a webinar featuring Brad Feld, author of the <u>Start Up Communities</u>. The book, which in part documents the increase of the number of young companies in Boulder, Colorado outlines four elements (The Boulder Thesis) that communities must cultivate to create a vibrant entrepreneurial ecosystem. Those components are:

- 1. Entrepreneurs must lead the startup community
- 2. The leaders must have a long term commitment
- 3. The startup community must be inclusive of anyone who wants to participate in it
- 4. The startup community must have continual activities that engage entrepreneurs at all levels.

Throughout the month we saw many examples of activities in Kansas City that align with these objectives. Here are a few:

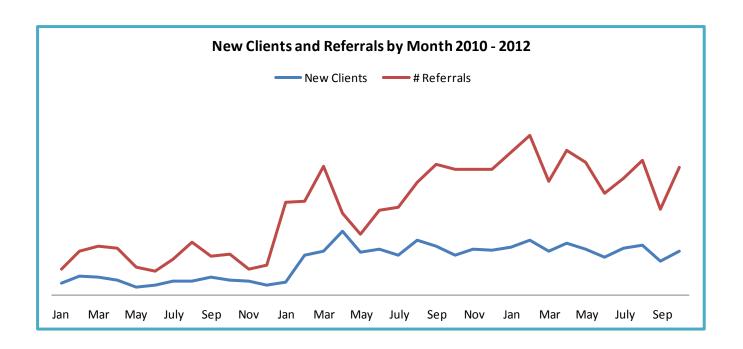
- We congratulate our friends at Kauffman Labs for the amazing success of the 1 Million Cups program. This is a weekly opportunity for entrepreneurs to present their ideas to others and gain valuable feedback and support. To learn more about 1 Million Cups visit their web page at http://www.entrepreneurship.org/en/Kauffman-Labs/1-Million-Cups.aspx
- On October 11, Marcus Williams of 777 Construction told the Council Business Session how the KCMO Minority Business Enterprise and Section 3 programs have contributed to the success of his roofing business. Use the following link to view the testimony: http://kansascity.granicus.com/MediaPlayer.php?view_id=4&clip_id=6807
- The World Trade Center at Union Station sponsored the 2012 Manufacturing Summit in October. Two KCMO companies, Milbank Manufacturing and Iodiech, were members of the panel discussing the outlook for manufacturing. KCBizCare had a booth at the summit and staff gave a brief presentation about our services.
- The Kansas City Council passed resolution 120836 on October 25 to support The AdvanceKC Economic Development Strategic Plan. The plan includes ten implementation strategies including a component for Innovation and Entrepreneurship. A complete description of this initiative can be found at www.advancekc.org

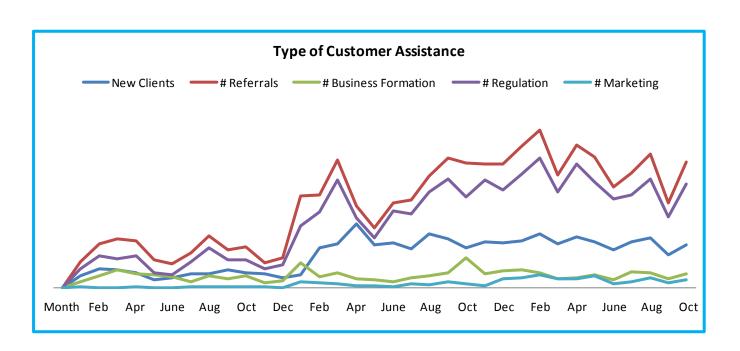
Referrals to City, State, Federal Departments & Resource P	artners - October 2012	# of
Entity	Type of Referral	Referrals
City Departments		
Finance - Earnings Tax	Regulatory	2
Finance - Business Licensing	Regulatory	113
General Services - Procurement	Business Formation	1
Health - Food Protection	Regulatory	3
Human Relations - M/WBE	Business Formation	1
Neighborhood & Community Services - Animal Control	Regulatory	1
Neighborhood & Community Services - Regulated Industries	Regulatory	2
Planning & Development - Building Codes	Regulatory	3
Planning & Development - Contractor Licensing	Regulatory	3
Planning & Development - Development Management	Regulatory	1
Planning & Development - Home-based Business, IB # 117	Regulatory	52
Planning & Development - Permits Division	Regulatory	14
Planning & Development - Zoning Clearance	Regulatory	123
State Departments		
Missouri Dept of Education - Vocational Rehab	Regulatory	1
Missouri Dept of Health - Home Healthcare Services	Regulatory	1
Missouri Dept of Natural Resources	Regulatory	1
Missouri Dept of Revenue	Regulatory	16
Missouri Secretary of State	Regulatory	28
Federal Departments & Agencies		
Federal Motor Carrier Safety Association	Regulatory	1
IRS Small Business & Taxpayer Information	Regulatory	17
SBA Small Business Procurement Program	Business Formation	1
US Copyright Office	Business Formation	4
Resource Partners		
Asian-American Chamber of Commerce of Kansas City	Business Form/Marketing	1
City of Liberty - Business License Office	Regulatory	1
Clay County Extension	Regulatory	1
Clay County Health Department	Regulatory	1
Entrepreneurial Legal Services Clinic - UMKC	Business Formation	13
Farm to Table Kitchen - City Market	Business Formation	1
Google - Get Your Business Online	Business Form/Marketing	2
H&R Block Business and Career Center, Central Library	Business Formation	3
Independence Regional Ennovation Center	Business Formation	2
Internet Webpage	Business Formation	10
Justine Petersen Micro-lending Program	Business Formation	8
Kansas Small Business Development Center	Business Formation	5
KC ArtistLink	Business Formation	3
KCMOCDE - KCMO Community Development	Business Formation	1
KCSourceLink	Business Form/Marketing	8
Northland Neighborhoods Inc.	Business Form/Marketing	1

Referrals to City, State, Federal Departments & Resource Parti	ners - Oct 2012, continued	# of
Northland Regional Chamber of Commerce	Business Form/Marketing	2
Social Media Club of Kansas City	Business Form/Marketing	1
Southtown Brookside Waldo Council	Business Form/Marketing	1
The Freelance Exchange	Business Form/Marketing	2
The Women's Business Center	Business Formation	1
Think Big Partners	Business Form/Marketing	2
Thinking Bigger Guide	Business Form/Marketing	9
Total Referrals:		468

Networking Contacts	October 2012
Entity	Date
Greater Kansas City Chamber of Commerce	10/4/2012
City Manager's Office	10/5/2012
Economic Development Corporation	10/10/2012
KCSourceLink	10/12/2012
Kauffman Foundation	10/17/2012
Black Economic Union	10/23/2012
Southtown Brookside Waldo Council	10/24/2012
Troost Alliance	10/24/2012

Month	New Clients	First Time in Business	%	Home-based Business	%
August	200	22	11.0%	77	38.5%
September	180	56	31.1%	56	31.1%
October	148	40	27.0%	47	31.8%
November	170	45	26.5%	45	26.5%
December	166	48	28.9%	41	24.7%
January	175	59	33.7%	55	31.4%
February	201	86	42.8%	72	35.8%
March	161	72	44.7%	61	37.9%
April	189	87	46.0%	70	37.0%
May	169	81	47.9%	62	36.7%
June	140	62	44.3%	55	39.3%
July	172	70	40.7%	50	29.1%
August	185	69	37.3%	54	29.2%
September	123	56	45.5%	39	31.7%
October	160	65	40.6%	52	32.5%
	2539	918	36.2%	836	32.9%





Active Clients June 2009 - Dec 2010	471	542	608	664	695	732	783	850	905	955	993	1041
Month of 2010	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	95	162	181	174	102	89	131	193	142	150	94	111
Number assisted with business formation	23	43	66	52	47	39	22	44	34	43	20	26
Number assisted with regulatory/licensing	69	118	109	118	54	49	96	147	105	103	72	84
Number assisted with marketing	3	1	1	4	1	1	4	2	3	4	2	1
% of w alk-ins assisted w ithin 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up w ithin 3 w eeks	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of networking events	9	9	3	8	6	5	5	5	6	7	7	4
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients June 2009 - Dec 2011	1189	1351	1586	1744	1871	2022	2117	2317	2497	2645	2815	2981
Month of 2011	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	341	345	472	302	222	313	324	413	481	462	460	460
Number assisted with business formation	92	40	57	35	31	22	38	46	57	111	52	61
Number assisted with regulatory/licensing	231	283	401	259	185	286	273	355	402	290	401	364
Number assisted with marketing	22	18	14	8	6	5	13	12	22	14	7	35
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up w ithin 3 w eeks	N/A	100%	100%									
Number of networking events	7	4	9	2	6	7	9	13	9	10	13	10
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients June 2009 - YTD	3156	3357	3518	3707	3876	4016	4188	4370	4493	4653
Month of 2012	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Number of referrals	524	586	419	531	486	374	427	496	314	468
Number assisted with business formation	66	57	33	38	49	29	60	56	33	53
Number assisted with regulatory/licensing	421	483	354	459	394	329	346	402	263	386
Number assisted with marketing	37	47	32	34	43	16	21	38	18	29
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow-up within 3 weeks	N/A									
Number of networking events	4	20	18	8	11	16	7	11	7	8
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10

				rved in 2011,		NAICS co	des for 2001.
This is ho	w the data	breaks ou	t by industi	ry/business ac	tivity:		
2011 Busi	iness Custo	mers by N	AICS Code				
Primary b	ousiness ac	tivity:			#	%	
Agricultu	re, forestry	, fishing			3	0.1%	
Mining					2	0.1%	
Utilities					2	0.1%	
Construc	tion and tra	ades			241	12.0%	
Manufact	turing				78	3.9%	
Wholesa	le trade				60	3.0%	
Motor ve	hicle parts	& dealers			121	6.0%	
Retail tra	de/includi	ng electroi	nic shoppin	g	330	16.5%	
Transpor	tation/war	ehousing			56	2.8%	
Informati	ion/commι	unication			27	1.3%	
Finance/	insurance				38	1.9%	
Real esta	te/ rental l	easing			54	2.7%	
Professio	nal/scienti	ific/techni	cal services		169	8.4%	
Administ	rative supp	ort / wast	e managen	nent services	210	10.5%	
Education	nal services	S			20	1.0%	
Healthca	re and socia	al assistan	ce		70	3.5%	
Arts, ente	ertainment	, or recrea	tion		79	3.9%	
Accomod	lations or fo	ood service	167	8.3%			
Other se	rvices, inclu	uding repa	254	12.7%			
Religious	, grant mak	king, civic o	20	1.0%			
Total:		_			2001	100.0%	

- Agriculture, forestry, fishing
- Mining
- Utilities
- Construction and trades
- Manufacturing
- Wholesale trade
- Motor vehicle parts & dealers
- Retail trade/including electronic shopping
- Transportation/warehousing
- Information/communication
- Finance/insurance
- Real estate/ rental leasing
- Professional/scientific/technical services
- Administrative support / waste management services
- Educational services
- Healthcare and social assistance
- Arts, entertainment, or recreation
- Accomodations or food service
- Other services, including repair and personal services
- Religious, grant making, civic organizations

